

Agenda - Ballot Question 1A program implementation

1. Communications Effort & Strategy

- Goal of transparency and flow of information on all 1A efforts
- Branding the 1A projects and program as '1A Community Improvement Program'
- Creation of initial website, media advisory, and press release
- Communications work plan – handout attached
 - Allocation of staff time and resources to manage communications efforts
 - Need for consulting firm to develop brand and content
- Communications management – Paris Carmichael, Public Information Officer

Requests & recommendations:

- Approval of Communications Work Plan
- Enable staff resources to carry out the Communications Work Plan
- Hire outside firm to develop brand and content

2. Finance Strategy

- Timing of 1A revenues start in 2021, precluding expenditures sooner without financing
- Financing the 1A revenues requires a funding source in 2018-2020
- \$5.16M in Southern Delivery System funds are not needed until later, suggested by PW Director Alf Randall as viable funding source in combined 1A and SDS financing package
- Revenue analysis – see attached handout
- Financing tools:
 - Certificate of Participation – Aimee Tihonovich, Finance Director
 - PURA financing for 1A projects within urban renewal areas –
Jerry Pacheco, PURA Executive Director

Requests & Recommendations:

- Authorize staff to move forward with combined financing package of 1A revenues and SDS funds
- Advance conversations with PURA for a financing of 1A projects by both County and PURA; develop IGA by County Attorney for this purpose
- Allow staff to develop a financing timeline and structure for recommendations and approvals by BOCC

3. Projects Review

- Of the 20 projects listed on the Ballot Question 1A resolution:
 - with sufficient funding for planning and design, up to 18 projects can be implemented in the next 3+ years
 - Three (3) projects are shovel-ready, and can begin immediately
 - At least two (2) projects have longer timelines due to outside funding needs
 - Most projects need further study by project 'owners'
 - Roadway project prioritization – Public Works has internal capacity to design all roadway projects given sufficient time. Prioritization will focus PW staff time and enable cost savings through staff design.
 - Project Review Matrix – handout attached
- Advancing soft cost funds enables larger projects to gain definition and certainty
 - Refer to page 2 of the handout
- Project 'owners' need to develop scope, schedule, and budget for each project
- Project objective for the 1A Program:
 - Define the project
 - Be diligent with County 1A revenues
 - Confirm the right players are at the table
 - Guide conversations from the Program level
- Program coordination – Sean Tapia, Facilities Director

Requests & Recommendations

- Review project matrix – provide feedback from BOCC and interested parties
- Expect partnerships to enable project completion; direct County staff and County Attorney to advance conversations for this purpose
- Prioritize the use of the \$400k funding in 2017 budget for Program and larger project tasks; recommendations on page 2 of handout
- Continue funding soft costs in 2018 either via County general fund or with a plan of finance